



**SCOTTSDALE PRIDE COMMITTEE
CITY OF SCOTTSDALE CITY HALL
3939 N. DRINKWATER BLVD.
KIVA CONFERENCE ROOM
SCOTTSDALE, AZ 85251
APRIL 6, 2006**

MINUTES

- Present:** Cristina Lenko (Chair)
Donald Scott (Vice-Chair)
Vicki Carr
Carol Cerrito
Robbi Henrickson
Richard Kimberly (left at 7:10 p.m.)
Rosanna Organ (left at 7:05 p.m.)
Ronald Robins (arrived at 6:01 p.m.)
Judy Snyder (arrived at 5:35 p.m.)
Zachary Stahmer (arrived at 5:45 p.m.)
Richard Taylor (left at 7:06 p.m.)
Stewart Walowitz
Cathy Zebarth (arrived at 5:40 p.m.)
- Absent:** Sandra Kaibetony
Sonnie Stevens
- Staff:** Rob Millar
Decima Sever
- Guest:** Craig Clifford, General Manager of Financial Services

CALL TO ORDER

Chair Lenko called the Scottsdale Pride Committee regular meeting to order at 5:32 p.m. Roll call confirmed the presence of Committee members as noted above.

APPROVAL OF MARCH 2, 2006 MINUTES

VICE-CHAIR SCOTT MOVED FOR APPROVAL OF THE MINUTES OF THE MARCH 2, 2006 MEETING. THE MOTION WAS SECONDED BY MS. CERRITO AND CARRIED UNANIMOUSLY BY A VOTE OF NINE (9) TO ZERO (0).

PROPOSITION 402

Craig Clifford presented a document explaining the May 16, 2006 Ballot Measure proposing an adjustment to the Scottsdale base expenditure limit. He explained that the baseline adjustment is legislation enacted in 1979-1980 by the State setting a maximum expenditure limit based upon a 1980 budget for all cities and towns. This measure has nothing to do with proposed tax increases. Mr. Clifford stated that the limit is adjusted on an average of approximately 2% annually as a result of population change and trend line (price deflator).

Mr. Clifford pointed out that the actual budget for expenditures does not follow the annual increase and staff expect to exceed the limit in 2006. Noting that this ballot addresses provisions made by legislation for bringing it before the voters to make further adjustments, Mr. Clifford recalled that several years ago Scottsdale residents voted to increase the sales tax rate to enhance public safety such as police, fire, and amenities. The voters also approved an exclusion for capital projects in 1992.

Mr. Clifford explained that construction and acquisition costs of the capital projects program which builds libraries, parks, police stations, roadways, and water facilities does not affect the expenditure limit. However, when projects are completed, the costs do affect the expenditure limit. Mr. Clifford clarified that staff plan for the projects. The budget is sound and balanced. If an adjustment is not made this year, the City will exceed its expenditure limit.

Highlights of the presentation included the consequences of adjustments not being made. The scaling back on expenditures and services to the citizens will result in the loss of State-shared revenues.

Mr. Taylor asked if City revenues drop off in the future and property assessments are higher, would City taxes rise?. In response, Mr. Clifford explained that the notices recently sent out were for the budget year 2007-2008. The residential valuations see a 2-year hike since the former County Assessor chose to freeze residential assessments every other year. Most of Scottsdale's property tax is going to the schools, approximately 10% of the total tax bill.

Mr. Clifford reported that property tax in Arizona is divided legislatively into two portions—limited and unlimited. The limited portion has statutory limitations on possible increases. The unlimited portion is tied to voters approving bonds for capital projects, which is actually approving the City's taxation for funding of capital projects.

Mr. Clifford indicated that the City manages projects, and only issues debt when necessary. Recalling that the City has dropped the tax rate for eight straight years, Mr. Clifford stated that the City expects to drop the tax rate corresponding to the value hike.

In response to inquiry by Mr. Taylor regarding a rainy day fund, Mr. Clifford explained that there is a rainy day fund or reserve. The benefit of high bond rating is excess reserves to cover operations. As a result of being financially sound, managing debt and taxes as well as possible,

the credit rating agencies provide the best rate on debt, which in turn provides the lowest risk to any buyer and the lowest interest rate, saving the citizens money.

Discussion ensued regarding the percentage of the budget used for the reserve. Mr. Clifford clarified that the reserve is currently maintained at 10% of the expenditures—which rolls over into the next year when not used. He will be working towards bringing forward financial plans to continue delivering services or making adjustments relative to the voting results.

NEIGHBORHOOD REVITALIZATION UPDATE

Decima Sever presented an update on the Neighborhood Improvement Plans program, which will become Part I of at least two updates. There is currently nothing on paper, since they are still in the design phase.

Ms. Sever stated that the Neighborhood Improvement Plans was a project initiated under the revitalization effort started two years ago to concentrate services south of Indian Bend. When City Council allocated \$2 million to be used in the southern part of Scottsdale. A portion of the \$2 million was allocated for neighborhood improvements. Council wanted the residents to tell the City what was important to them and the funding had to provide a public benefit such as esthetics, safety, or sense of community.

Ms. Sever reported that they developed an application process, which was reviewed by the Scottsdale Pride Committee who also assisted with the neighborhood selection process. She pointed out a unique element to this program is the fact that they do not allocate funding to neighborhoods but instead request neighborhood suggestions for improvement and then assist them in achieving their suggested goals. The questions asked of the neighborhoods were:

1. What do you want to see in your neighborhood and what do you think the opportunities are for improvements?
2. How are you going to engage with the City? What type of events do you participate in? (Block watches and adopt a road.)

Highlights of the presentation included the identification of the four neighborhoods included in the program. Southwest Village was a pilot neighborhood, which did not actually apply. Scottsdale Country Acres, Scottsdale Estates (550 homes), and Scottsdale Heights (160 homes) completed the application process, were then reviewed and considered as strong neighborhoods for the program.

Ms. Sever explained that they began working with the neighborhoods starting in May of 2005. They met with groups of 50-60 residents in the neighborhood to identify the issues and opportunities for their neighborhood resulting in lists of 60-100 designed projects. Then working groups of 6-8 citizens were formed to narrow the lists into maintenance projects which could be accomplished quickly, along with long-term enhancement and safety projects.

Ms. Sever highlighted a few of the planned projects for Scottsdale Estates and Scottsdale Heights. Scottsdale Estates: Partnered with the Public Arts project to put up art pieces in the neighborhood; a pocket park; benches with shade; landscaping; and a primary entrance to the neighborhood. Scottsdale Heights: Improved sidewalk access to the school; bicycle and pedestrian lanes to the schools, shopping malls, bus stops; bus benches; and streetlights upgraded in all neighborhoods.

Mr. Taylor remarked that the City should be committed to developing medians throughout the City on all side streets to address speeding. Ms. Sever replied that the medians are controversial and the City has put a 10 island pilot project in place for southern Scottsdale.

Ms. Sever reported that their goal is to have everything contracted and funds encumbered by the end of June, indicating that she will come back in a couple of months to provide an update.

In response to Mr. Organ's inquiry about skate parks, Ms. Sever stated that the areas considered for revitalization are not big enough for a skate park and there is an open irrigation ditch causing safety issues.

SUBCOMMITTEE REPORTS

Chair Lenko requested Subcommittee reports on progress to date, indicating that they will remove Treasures and Trash from the list until the month the program is scheduled to begin.

- **Downtown Recognition**

Vice-Chair Scott reported that they met downtown last week to distribute flyers about the Business Enhancement Award program to merchants during the art walk. He thanked Committee Members Snyder, Carr, Zebarth, Henrickson, and Robins for helping out. Vice-Chair Scott added that they will e-mail members the next two dates in April on which they plan to distribute more flyers to increase applicants for the program.

Vice-Chair Scott stated that he attended the Art Districts Merchants Association meeting (35 people) on April 5, 2006 and found that they were very interesting. Members discussed revenue sharing and matching available funds from the City to merchants willing to clean up their storefronts.

Ms. Henrickson commented that business owners were very receptive of the program. Ms. Snyder noted that one owner said he tried to do improvements and found that City ordinances were too restrictive. Chair Lenko clarified that should that happen again, get their card and forward it on to Mr. Millar so he can refer them to the right program and contact to assist them with the improvements.

Mr. Walowitz suggested that they prepare a flyer explaining the matching funds programs by the City. Vice-Chair Scott reported that there are some legal issues involved with that. He undertook to prepare a six-sentence verbal script mentioning the possibility of matching funds from the City of up to \$25,000 per business.

- **South Scottsdale Revitalization**

Mr. Walowitz reported that they spoke with Joy from STOMP to find a house in need of revitalization. Indicating that on March 23, 2006 Joy emailed him three homes to choose from which he forwarded to Committee Members for review. Mr. Walowitz indicated that they expect to have a plan of action by the next meeting once they clarify the availability of the Tool Trailer, receive input from the Committee and additional communication from Joy.

- North Scottsdale Project

Ms. Cerrito reported that they have been in contact with the Keep America Beautiful organization regarding the cigarette butt awareness. They are creating a statement to be submitted to the newspapers/publications for marketing purposes and should have more to report in May.

Discussion ensued about what to do when one witnesses people throwing trash from their cars while driving. Mr. Millar reported that there is a phone number for reporting littering. The organization notes the pertinent details and will send the driver a letter stating that they were spotted littering. Mr. Millar agreed to find out more information about the organization that addresses this littering issue, so the Committee can help publicize their phone number.

- Ongoing City Projects

Disposable Trashcans

Chair Lenko reported that they had previous discussions with APS about a joint production of disposable trashcans for events. Upon further research, Mr. Millar came across disposable trashcans from the City of Phoenix. They are planning on partnering internally with Phoenix on the trashcans to keep it cost effective.

Liberty Garden

Ms. Henrickson reported that they met with William Murphy, the Parks and Grounds Management Director and Wayne Cady, Maintenance, regarding the Liberty Garden. They have found a location and purchased flowers for the summer months. Mr. Murphy has offered to provide signage, grid and plant the flowers, requesting that the Committee commit to maintenance and upkeep of the garden. Discussion ensued about the possibility of edging around the garden.

Mr. Millar commented that Parks and Grounds' concern was that when Pride Park was created in partnership with the NEC, the Pride Committee committed to maintain it along with the neighbors. It eventually ended up being taken care of by the City and they do not want that to happen with the Liberty Garden. Mr. Walowitz pointed out that since the garden has to be replanted every year, if they find that it is not being taken care of the City could plant over it.

Vice-Chair Scott suggested that the Committee have a gardening party before each monthly meeting, starting at 5:15 p.m. at the Liberty Garden. Chair Lenko suggested they have the gardening party bi-monthly. Mr. Millar suggested that the Committee maintain the garden on the 1st Thursday and the City maintain it on the 3rd Thursday of each month.

Mr. Millar indicated that it is hard to find red/white/blue flowers that will live in this hot environment. Ms. Henrickson clarified that they are considering vinca for the summer months in order to maintain the Liberty Garden throughout the year. She also reported that Mr. Murphy indicated that the lagoon will be renovated this summer, which may cause some problems affecting the Liberty Garden.

Arbor Day

Ms. Henrickson confirmed that in Arizona Arbor Day is celebrated on Friday, April 28, 2006. They discussed with Mr. Murphy the possibility of planting a Palo Verde (the State tree) in Pride Park. Mr. Millar commented that they found there is room for another tree, and Mr. Murphy would be willing to bring the tree and dig the hole for planting. Ms. Henrickson noted that the City is planning their Arbor Day event in May. Mr. Millar undertook to find out what their plans are.

Ms. Henrickson requested that they arrange for a big turnout for the planting, including neighborhood members. Mr. Millar elaborated that they discussed inviting the Mayor and pointed out considerations regarding a low turnout because of the date/time or short notice, should food be provided, what will everyone do after the tree planting. Ms. Organ suggested they invite schoolchildren. Discussion ensued about activities.

Vice-Chair Scott recommended that the Committee show up and arrange for a photographer from the Tribune or Scottsdale Republic to attend for publicity photos. Mr. Millar suggested they submit information and photos for printing in the utility bill as a recap for April's Clean and Beautiful month. Mr. Millar agreed to work with Ms. Henrickson on contacting the media for the event. Ms. Organ noted that Yvonne Mastman is one of the neighborhood leaders who could get the word out to the neighborhood.

The Committee agreed to meet at 8:30 a.m. on April 28, 2006. Mr. Millar stated that he would send out a reminder and map to all Committee Members.

MR. ROBINS MOVED FOR APPROVAL OF THE LIBERTY GARDEN. THE MOTION WAS SECONDED BY VICE-CHAIR SCOTT AND CARRIED UNANIMOUSLY BY A VOTE OF THIRTEEN (13) TO ZERO (0).

APRIL CLEAN AND BEAUTIFUL MONTH

Mr. Millar explained that the Rock the House program helps citizens who can't afford water for their grass by replacing it with gravel. Rock the House has an event planned for next Saturday where they will be spreading gravel for Lupe and Emilio Zamorano, 2502 North 69th Street. . At the same time, the Tool Trailer program will be unveiled for use at the event. Mr. Millar elaborated that the event would be a great opportunity for the Committee to attend, in order to raise awareness and increase publicity.

Mr. Millar provided a map of the location indicating that they plan on meeting at 8:00 a.m. Everyone should bring gardening gloves and food (if needed). Plenty of water will be provided. Nine members volunteered to attend the event.

Mr. Miller presented a list of available roadways that need assignment for the Adopt A Road clean-up program. Indicating that someone previously asked if the Pride Committee was interested in adopting an orphaned road for the April 22, 2006 event. Mr. Miller commented that the Committee itself had quite a bit going on and maybe some individual members might be interested in helping with one roadway. Ms. Organ indicated that she was helping clean up her own neighborhood.

In response to Mr. Walowitz's inquiry, Mr. Miller explained how an organization could adopt a roadway in the program, indicating that the City puts up purple and yellow signs that say Scottsdale Clean & Scenic and includes the name of the organization doing the clean-up. Ms. Henrickson suggested that they clean up a roadway in other months that are less busy, such as May or October.

Vice-Chair Scott suggested that they put the Adopt A Road program on next month's agenda to gather suggestions for roadways to be adopted by the Committee. Mr. Millar agreed to add it to the agenda and will arrange for Rae Darden, the Adopt A Road Coordinator to come and provide a presentation on the program.

Mr. Taylor recommended that the Committee get signage to be used whenever the Committee is involved in an event. Mr. Millar pointed out that funding was a consideration. Discussion ensued about having the signage say "City of Scottsdale Clean-Up Project" or "Keep Scottsdale Beautiful" in order to get the City to pay for it. Mr. Millar agreed to add that to the May agenda.

PRIDE COMMITTEE NAME CHANGE DISCUSSION AND POSSIBLE ACTION

Chair Lenko began the discussion by summarizing the Committee's previous discussions on the Pride Committee's name change, explaining that the discussion is centered around the codifying of the Committee and that some members felt there was history attached to the current name and others felt the word Pride does not fit the Committee's programs.

Members In Favor of the Name Change

Ms. Henrickson explained her suggestion that they change the name to Keep Scottsdale Beautiful so people will know who the Committee is and what they are about. She added that would provide an opportunity to dovetail it with the Keep America Beautiful campaign.

Mr. Walowitz stated that he is in favor of the name change indicating that Keep America Beautiful already has recognition and Scottsdale Pride does not have a well-known presence. Ms. Snyder, Ms. Henrickson, and Mr. Stahmer agreed with Mr. Walowitz.

Mr. Stahmer indicated that changing the name would not be a big effect and opined that Scottsdale Pride does not really have much history or recognition. He opined that the new name would create more publicity and recognition.

Members Against the Name Change

Mr. Taylor argued that they keep the name Scottsdale Pride considering their history and efforts towards creating a well-known reputation, suggesting that they wait another month. Mr. Robins, Ms. Zebarth, Ms. Carr, Ms. Cerrito, and Vice-Chair Scott agreed with Mr. Taylor.

Ms. Carr opined that Keep Scottsdale Beautiful would not add enough recognition., pointing out that Scottsdale Pride Magazine is similar and also provides recognition. Ms. Cerrito commented that Keep Scottsdale Beautiful sounds more like a slogan than a Committee title.

Chair Lenko commented that there seems to be equal representation for both sides, requesting that the name change be put on the May agenda for action. Considering the push to increase publicity/media exposure and City Council's recommendation to codify the Committee, the Committee needs to change it or stick with it in order to keep all of their signage and program

material consistent. Mr. Millar undertook to add it to the May agenda and to remind Committee Members to be prepared to vote.

STAFF UPDATES

Mr. Millar distributed an updated Scottsdale Pride Committee Member list for review and correction of any misinformation. Stating that City Council informed him that they have changed their appointment setting methods, Mr. Millar explained that there might be a three-month lapse between the time a member's term expires in relation to their appointment date.

Mr. Millar reported that Ms. Stevens would be resigning and Chair Lenko's term will be expiring in June. He also indicated that Ms. Kaibetony was appointed in October and has not yet been sworn in, nor has she attended a meeting. This leaves three positions on the Committee to be filled in May. Mr. Millar agreed to send a courtesy letter to Ms. Kaibetony informing her of the Committee's decision.

VICE-CHAIR SCOTT MOVED THAT CITY COUNCIL BE INFORMED THAT MS. KAIBETONY HAS BEEN REMOVED AS A MEMBER OF THE COMMITTEE. THE MOTION WAS SECONDED BY MR. ROBINS AND CARRIED UNANIMOUSLY BY A VOTE OF TEN (10) TO ZERO (0).

Mr. Millar reported that the City Attorney's Office has the draft Ordinance that codifies the Committee and he expects it to be approved by next month. The approved Ordinance will be added to May's agenda for review and discussion. Mr. Millar explained City Council's approval timeline, stating that they if they do not get it to them in time for the July agenda, the Committee will have to wait until September.

Mr. Millar informed members that if anyone has not yet gone to orientation they must do it now. He noted that Ms. Snyder needs to attend.

MEMBER UPDATES

Mr. Millar presented an annual report card for Committee Members reflecting attendance for the past twelve months, noting that the Committee has had an excellent turnout. Ms. Snyder pointed out that her name was misspelled. Mr. Millar reminded everyone that according to the Bylaws, anyone who is unable to attend must notify him so it is considered an excused absence. Discussion followed regarding canceling the July or August meeting.

VICE-CHAIR SCOTT MOVED THAT THE JULY MEETING OF THE SCOTTSDALE PRIDE COMMITTEE BE CANCELED. THE MOTION WAS SECONDED BY MS. HENRICKSON AND CARRIED UNANIMOUSLY BY A VOTE OF TEN (10) TO ZERO (0).

Chair Lenko recalled that during their retreat they discussed Measurement of Success. She suggested that the Committee have a mini-retreat in June to reevaluate goals and objectives. Ms. Henrickson elaborated on measuring success and creating clear objectives. All members agree that the mini-retreat be added to the June agenda.

She also reported that she discussed with Mr. Millar the possibility of contacting community centers to find out if they need volunteer help in August or September. Discussion followed

regarding volunteering and Committee Member availability. Most members indicated that they have previous commitments and have little free time.

PUBLIC COMMENT

No members of the public wished to address the Committee.

ADJOURNMENT

With no further business to discuss, the meeting adjourned at 7:31 p.m.

Respectfully submitted,
AV Tronics, Inc.